



Marketing and Communications Director

General Teamwork

- Represent Capstone Classical Academy's mission, and most importantly, Jesus Christ, by submitting to the Holy Spirit in interactions with colleagues and families to the glory of God.
- Assist Headmaster with tasks as needed and directed to help him to serve families, faculty, and staff with excellence.
- Contribute to the refinement of the vision, traditions, structures, and policies of Capstone in its early years of development.
- Provide helpful observations and critique to the Headmaster for the purpose of helping him to improve Capstone's service to its families, faculty, and staff, and to help him to support this position of administrative assistant with excellence.

Marketing and Communication

- Promote and preserve the brand of Capstone Classical Academy.
 - Create and execute an annual and long-term marketing plan for Capstone.
 - Direct the use of the school branding assets (colors, logos, fonts, mottos, etc.) in print and clothing.
 - Ensure consistent messaging, tone, and voice across the portfolio of academy communication initiatives.
 - Assist admissions office in producing admissions marketing and communication assets.
 - Promote open faculty and staff positions and assist with recruiting materials.
- Provide and direct quality controls in communications at Capstone.
 - Direct the leadership team with regard to timing, style, and strategy for large group communication to stakeholders as editor of its written communication.
 - Review communication pieces produced by ancillary groups such as clubs and booster groups and provide editing support as needed.
 - Assist faculty and staff as able with design of departmental newsletters or programs and fliers for concerts and events.
 - Provide guidance to faculty and staff as needed to ensure that employee written communication is excellent in keeping with Capstone standards.
- Produce and manage regular Capstone media and group communication with stakeholders.
 - Manage Capstone's social media accounts.
 - Ensure that photos of life at Capstone are taken weekly for inclusion in marketing and communication.
 - Produce the bi-weekly all-school newsletter during the school year.
 - Collect and submit content to Zipcast for the weekly school podcast update.
 - Manage the content on the Capstone website.
- Support the advancement office in asset creation and copy editing.
 - Serve as copy editor for the advancement office.
 - As able, produce content and design assets for advancement initiatives.